

Tobacco Takes A Toll

90% of all smokers begin smoking before age 19.

3,000 youth become regular smokers each day in the U.S.

Smokeless tobacco use by youth has risen 300% over the last ten years.

In a recent study, nearly 35% of high school students had used tobacco in the past 30 days.

75% of youth smokers in a recent survey indicated they had tried to quit smoking but could not.

Youth begin using tobacco at a mean age of 12.7 years.

Tobacco use is the single most preventable cause of premature death, disease and disability in the U.S.



VIRGINIA DEPARTMENT
OF MENTAL HEALTH
MENTAL RETARDATION
& SUBSTANCE ABUSE SERVICES

UNDER 18
NO SALE

no ID.

**no
tobacco.**

**no
excuses.**

RETAILER INFORMATION

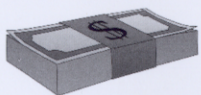
Virginia is counting on **you** to keep kids from buying tobacco products...

You can help keep the children of Virginia healthier by refusing to sell them tobacco. Chances are, your store is doing its part by requiring an ID for tobacco purchases. Yet a 2000 compliance survey revealed that minors are able to buy tobacco products in Virginia a disturbing 22% of the time.

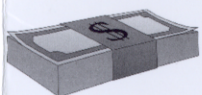
All store employees should be trained to check ID's every time a young-looking person attempts to make a tobacco purchase. Don't accept stories or excuses. While you could lose a sale, you may help keep a child from forming a dangerous habit. As the last line of defense against illegal tobacco purchases, *you* can make the difference.

The Bottom Line

Selling or distributing tobacco products to minors can affect a store's profits. Civil penalties, as specified by Virginia law, include:



\$100 – First offense
\$200 – Second offense



\$500 – Third or subsequent offense

If a retailer fails to post required signs regarding the law, a \$50 penalty can be assessed.

In addition, if a "court finds that a retail establishment has failed to train its employees, the court may impose a civil penalty not to exceed \$1,000."

Remember, any law enforcement officer may issue a summons for a violation of the law.

And it's the law.

Selling tobacco to minors is not only a bad idea, it's illegal.

Section 18.2-371.2 of the *Code of Virginia* states:



¶ *no person shall sell to, distribute to, purchase for or knowingly permit the purchase by any person less than eighteen years of age, any tobacco product."*

Also, the law states that merchants shall not

¶ *sell a tobacco product to any individual who does not demonstrate, by producing a driver's license or similar photo identification, that the individual is at least 18 years of age."*

Some Helpful Tips

We realize that requiring an ID and determining whether it's valid isn't always easy. Here are a few things to keep in mind.

Take a good look at the ID when it's handed to you.

- Was it issued by the Division of Motor Vehicles or other "real" government agency?
- Is the plastic laminate in one piece, or does it look as if it may have been taken apart or tampered with? Is there glue or tape on the ID?
- Does the person look like the photo?
- Do the math... is the person really 18?

When presented with an ID you suspect, ask questions like:

- What's your date of birth?
- What color are your eyes?
- What's your Zip Code?

If the person seems unsure or falters, it is your job to say "No Sale." Remember –

no ID.
no tobacco.
no excuses.